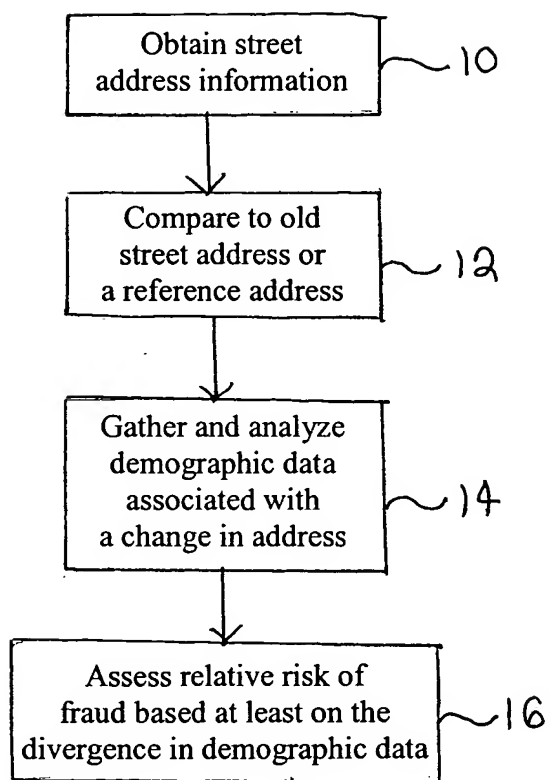


Fig. 1



*from client*  
New Account Process – “flow new app1”  
Batch/Online

Fig. 2

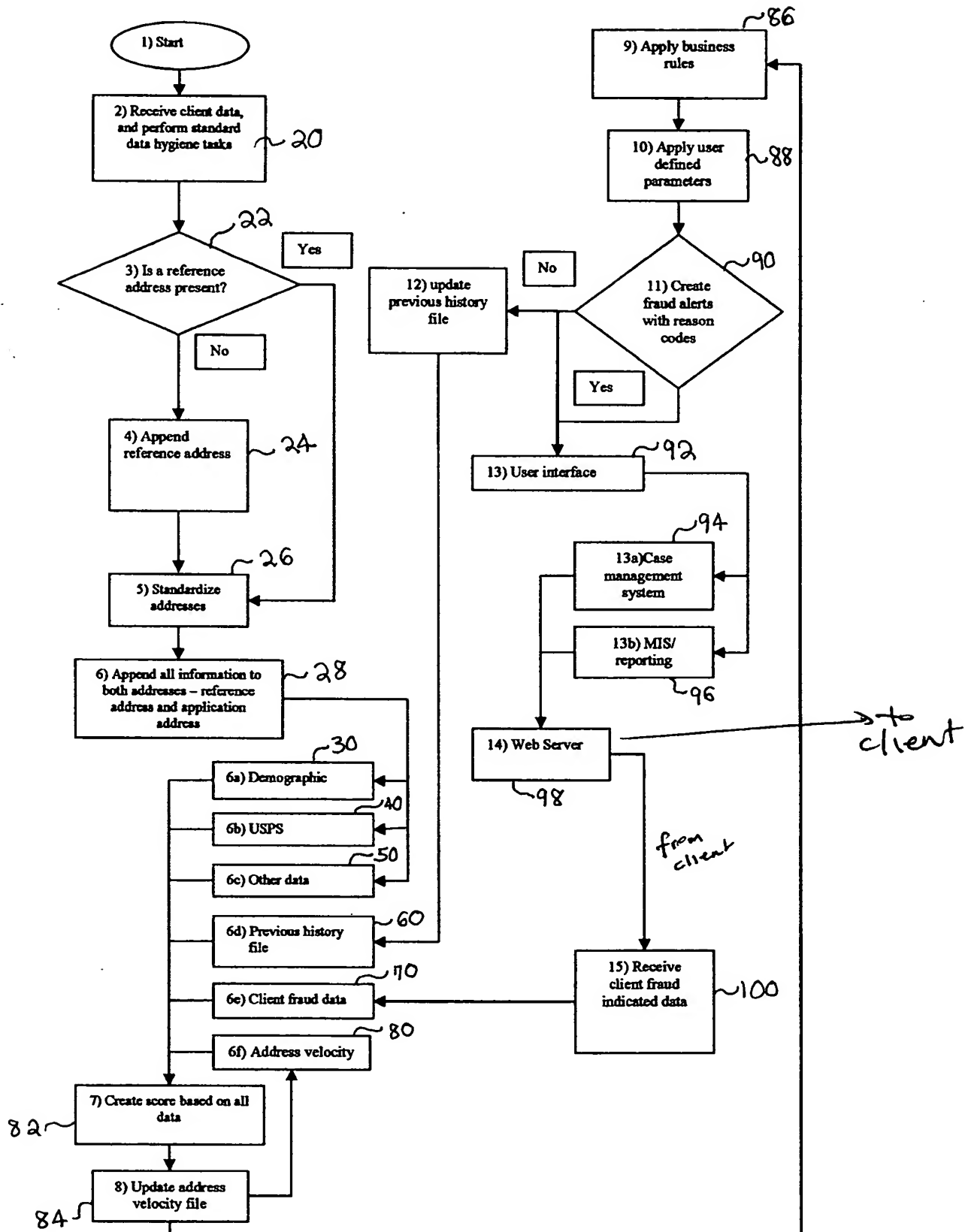
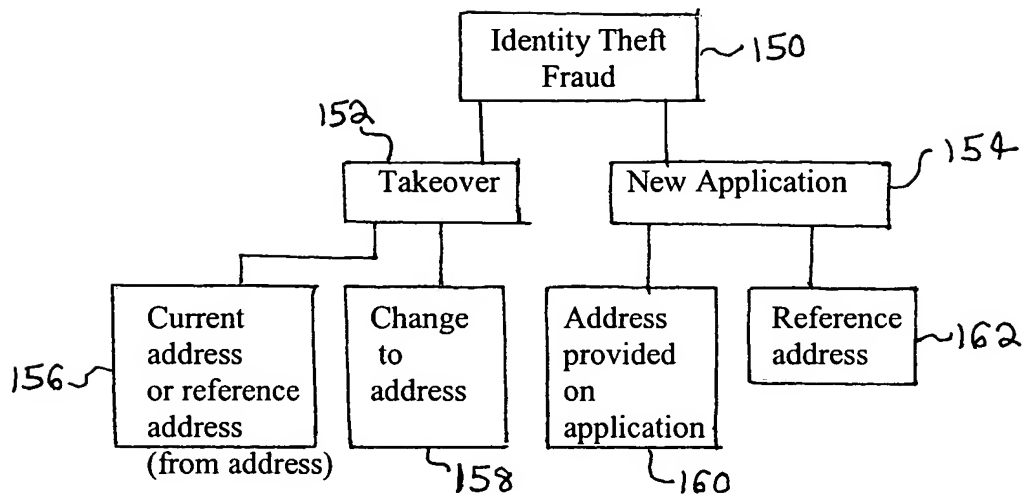


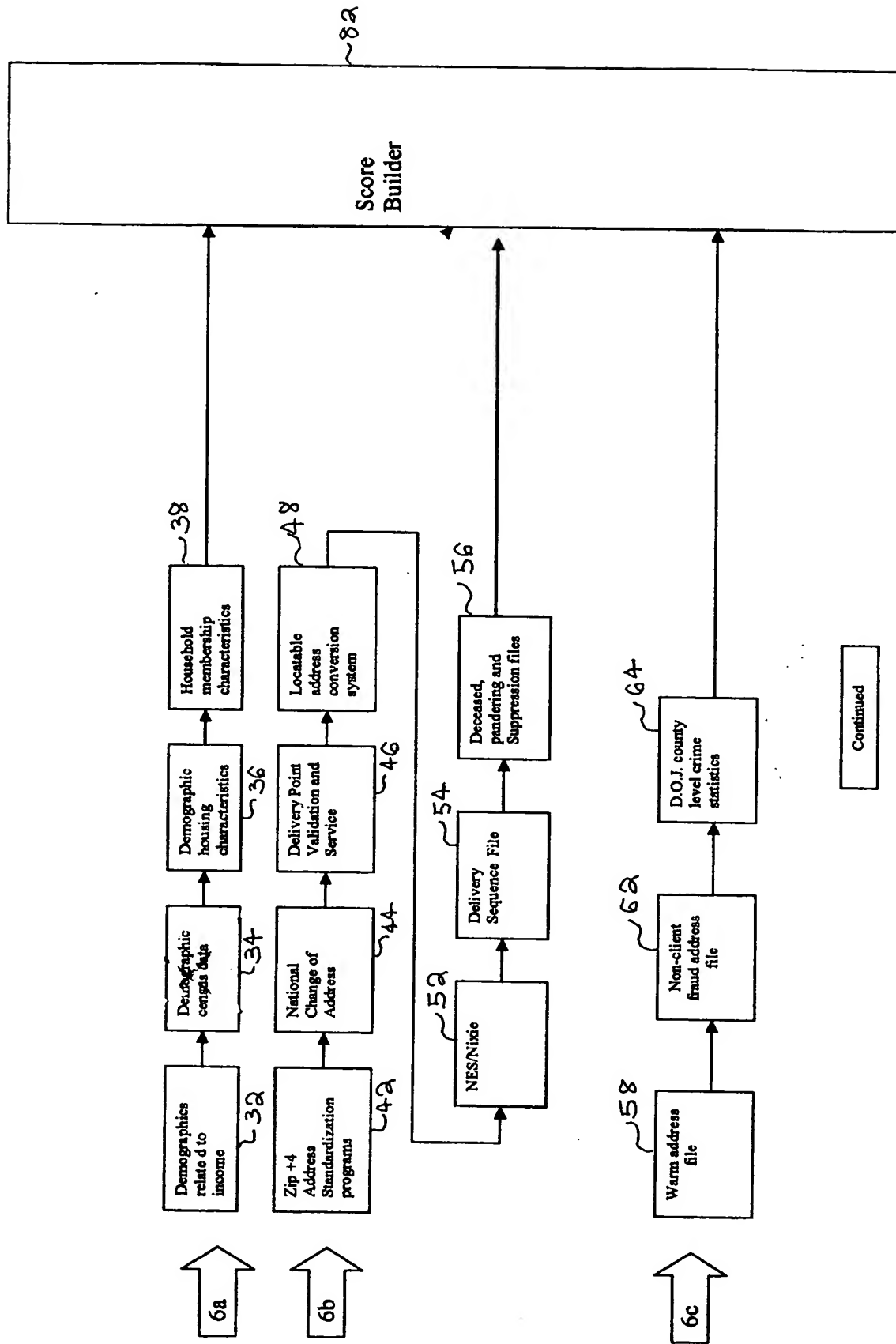
Fig. 3



# New Account Application and Client Hosted Process

Charts 6a, 6b, 6c, 6d, 6e, 6f "NA self host abc append"

## Data Appender



Continued

# New Account Application and Client Hosted Process

Charts 6d, 6e, 6f "NA self host def append"

Data Appender

continued

Fig. 5

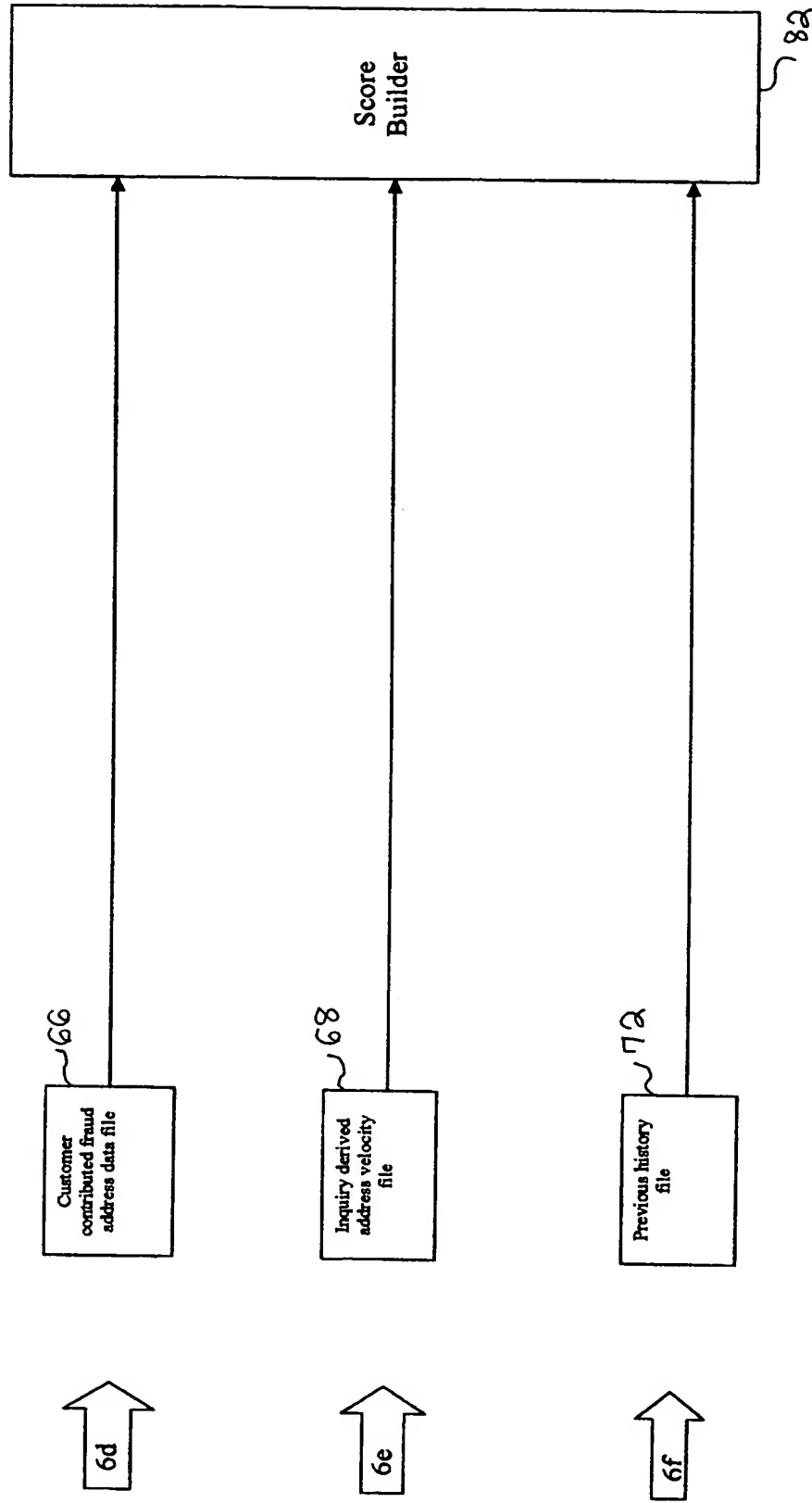


Fig. 6

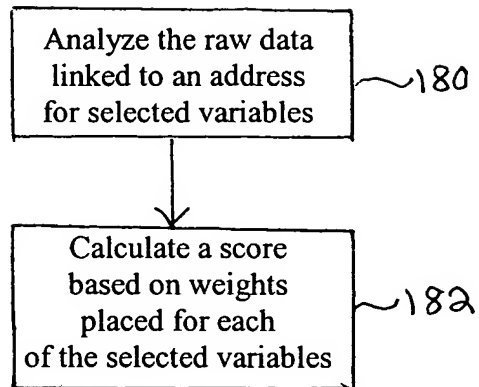
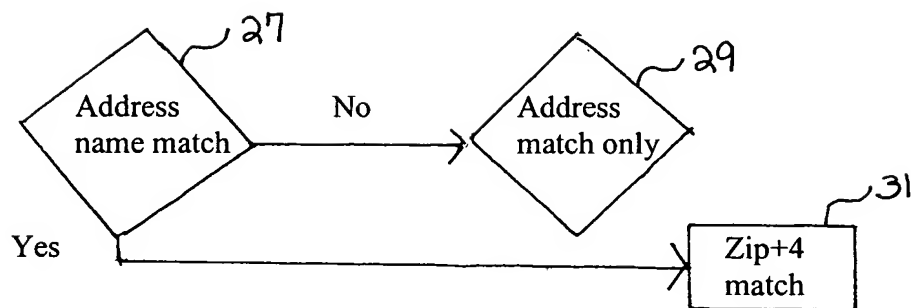


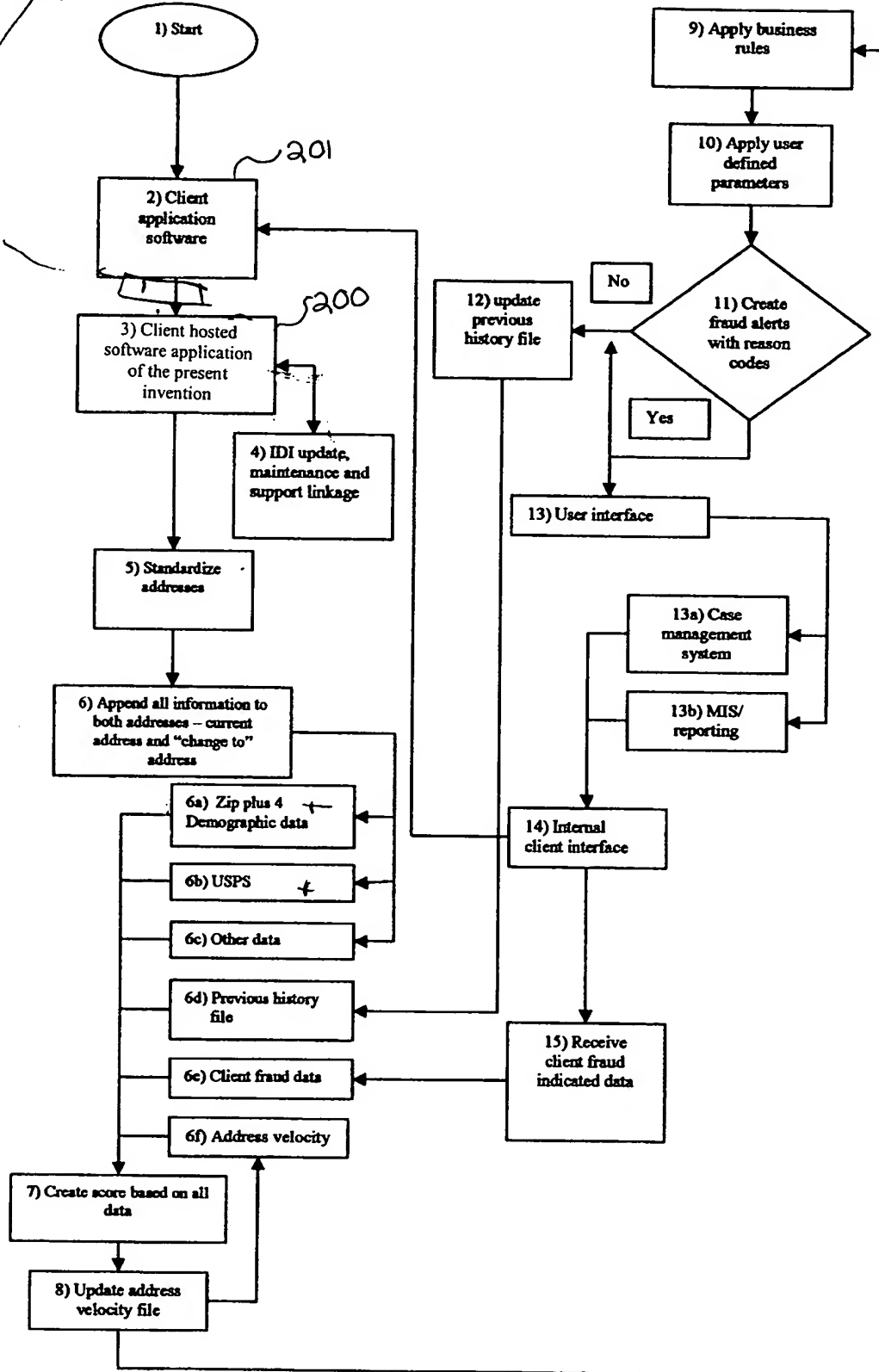
Fig. 7



# Takeover or New Account Process Client Hosted Batch/Online

Fig. 8

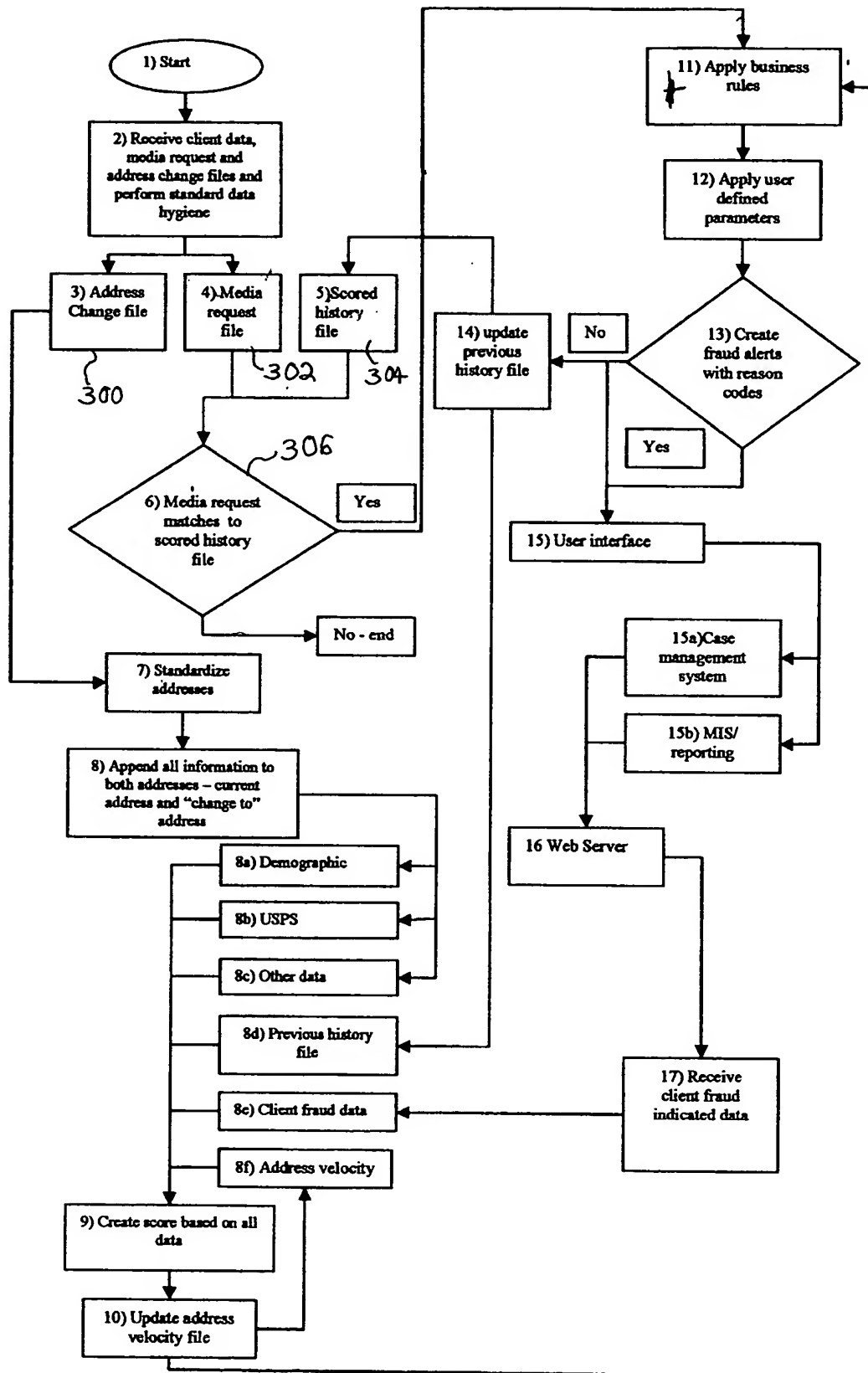
*Client has to provide  
ref. addr.*



# Account Takeover

## Score all address changes and match to subsequent media requests Batch/Online

Fig. 9



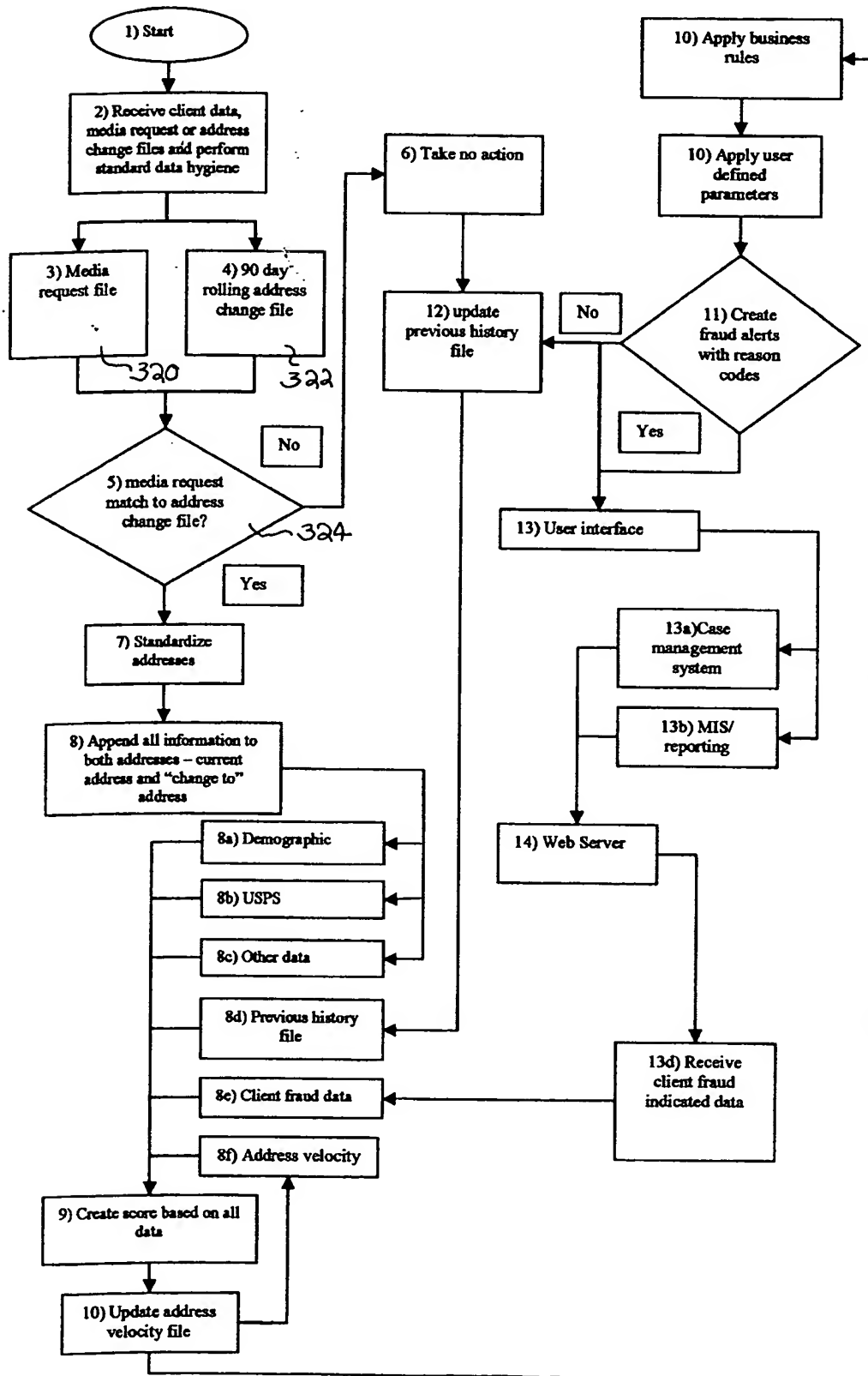


# Account Takeover

## Scores address changes only when matched to media requests

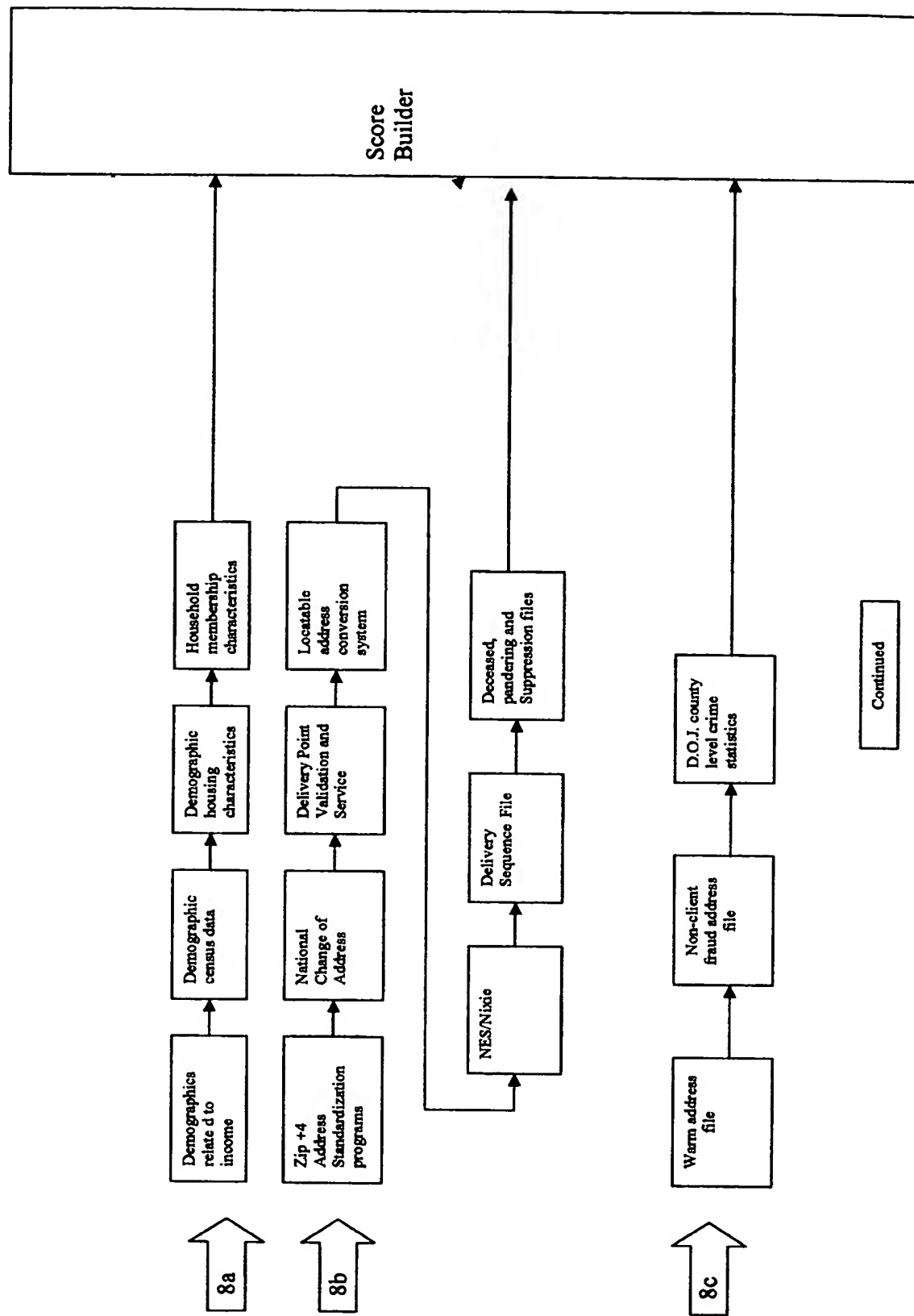
### Batch/Online

Fig. 10



Account Takeover – Score All , Score Media only  
 Charts 6a, 6b, 6c, 6d, 6e, 6f “TO score all abc”  
 Data Appender

Fig. 11



Continued

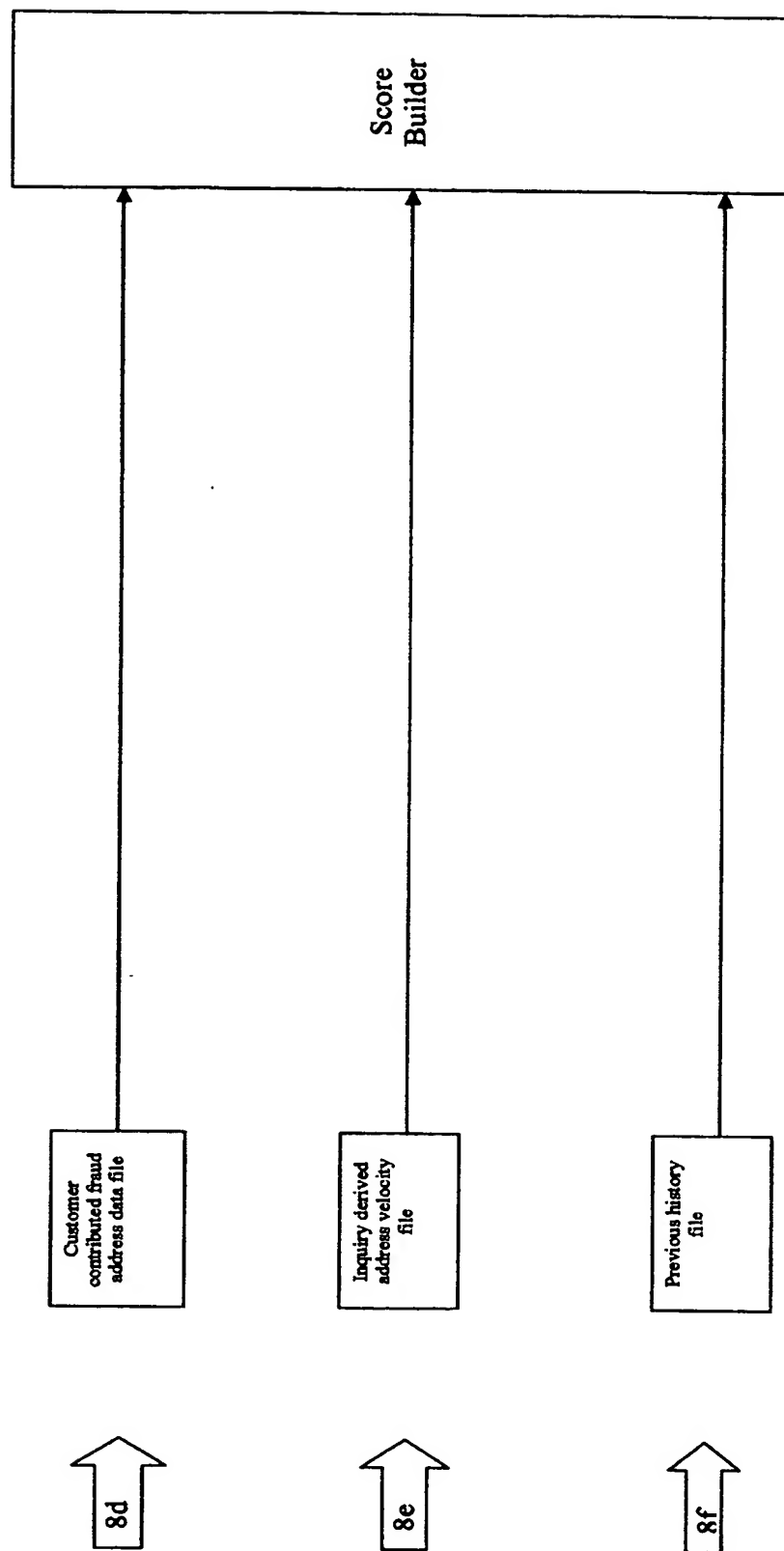
Account Takeover – Score All, Score Media Only

Charts 8d, 86e, 8f "TO score all def"

Data Appender

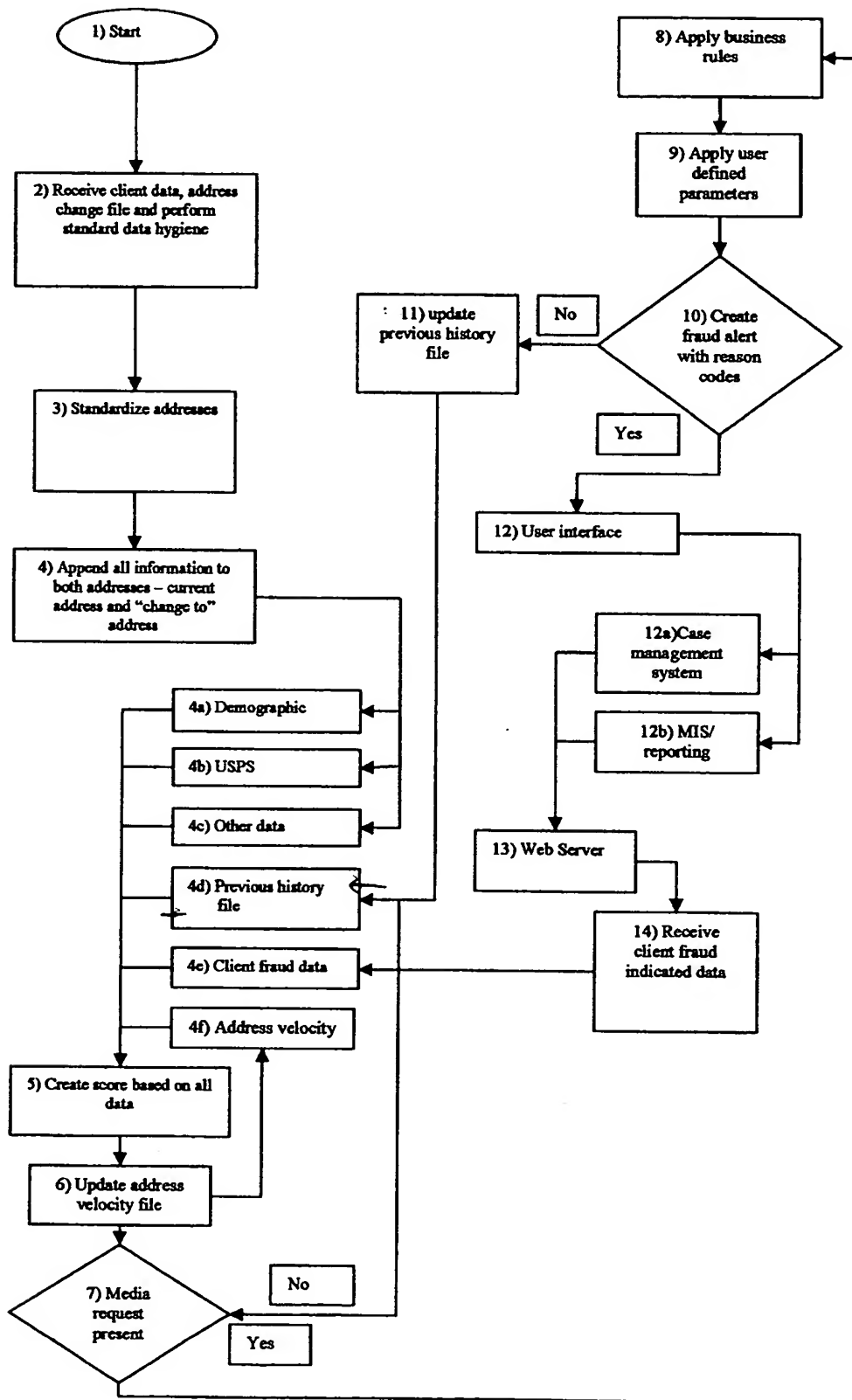
continued

Fig. 12



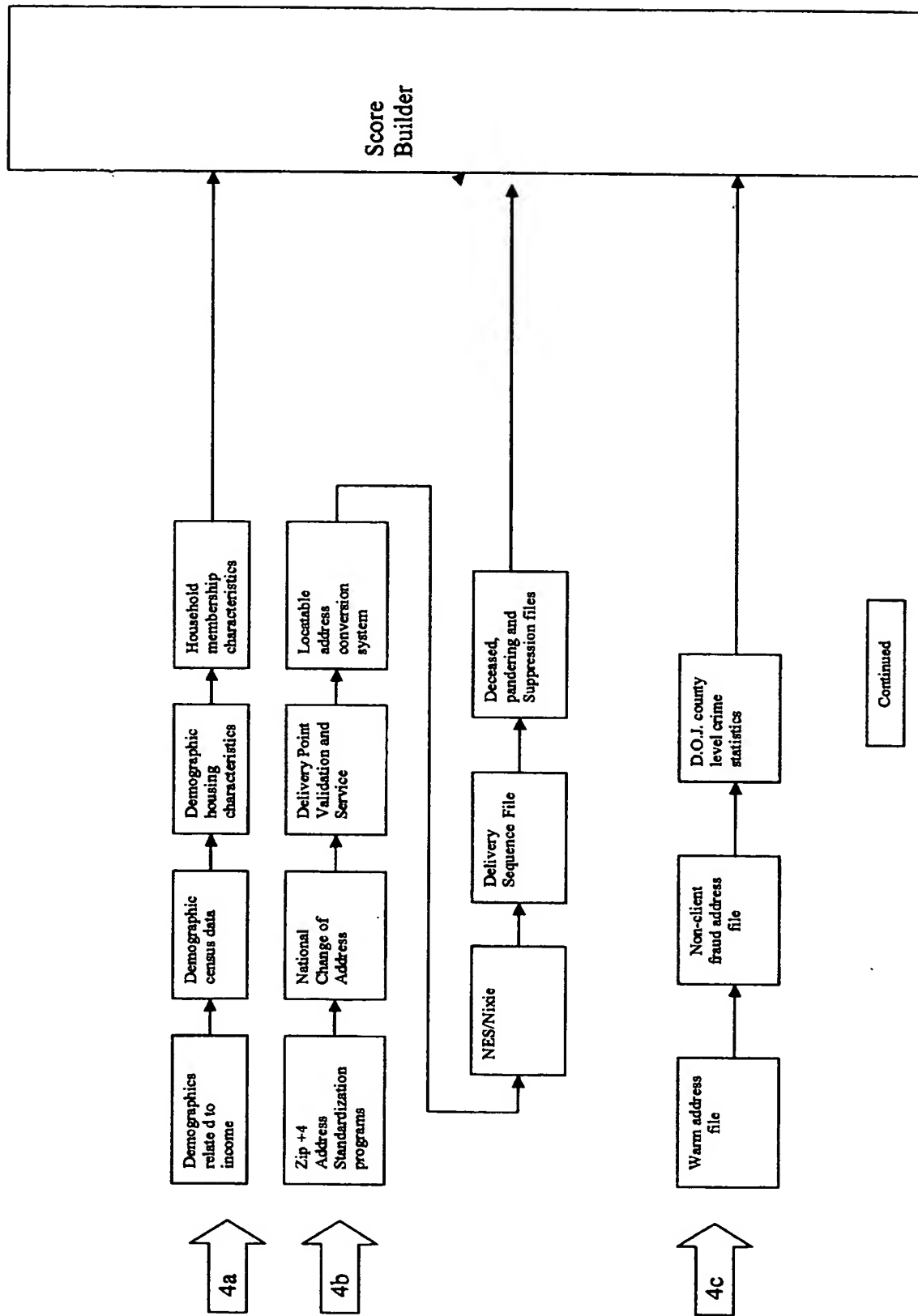
Account Takeover – “Takeover flow2”  
Score all Address Changes  
Batch/Online

Fig. 13



Account Takeover – Score All Address Changes  
 Charts 6a, 6b, 6c, 6d, 6e, 6f “TO score all add changes abc”  
 Data Appender

Fig. 14



# Account Takeover – Score All Address Changes

Charts 8d, 86e, 8f “TO score all add changes def”

Data Appender  
continued

Fig. 15

